

# Fall Product Program Guide for Juliettes



Program runs September 16  
to October 20, 2024.

[gsema.org/fallproduct](https://gsema.org/fallproduct)

**girl scouts**   
of eastern  
massachusetts

# About the Fall Product Program for Juliettes

We are thrilled that you have decided to participate in the program as a Juliette! This short, fun and engaging program is a great way for Girl Scouts to learn important life skills and to earn money for their Girl Scout activities. The nuts and candy are delicious and designed specifically for the Girl Scouts! The magazine program is a great opportunity to renew existing subscriptions or suggest friends and family to try out new magazines they've been considering while supporting Girl Scouts. Every dollar raised stays right here in GSEMA to deliver comprehensive programs to Girl Scouts throughout the year, provide volunteer training, and maintain our beautiful camp properties

Thank you for supporting your Girl Scout and GSEMA by participating in the Fall Product Program!

## Why Participate?

### Quick

A brief, four-week money-earning program at the start of the Girl Scout year.

### Easy

Juliettes choose how to participate: in person with paper order cards or with online ordering, both feature Girl Scout delivery, digital sales only, or a combination of all the options. M2, the online ordering platform, makes navigating, tracking and managing orders simple for participants.

### Essential Skills

When Girl Scouts participate in the fall product program, they develop five essential business skills: goal setting, decision making, money management, people skills, and business ethics.

### Superior Products

We offer 16 delicious nuts and candies (with additional online exclusives), a wide selection of magazines (digital and print), Tervis® Tumblers, Girl Scout-themed BarkBox products, and personalized stationery products to their friends and family. These items make great holiday/appreciation/host gifts.

**Interested in participating?** Complete the [Juliette Fall Product Agreement & Permission Form](#), and a member of our product program team will be in touch to help get your Girl Scout started.

## Juliettes Earn Rewards



The Girl Scout Fall Product Program always includes the important component of a goal-oriented reward program designed to help Girl Scouts understand the ideas of setting and achieving goals, while recognizing their efforts. Rewards are cumulative. For example: If a Girl Scout sells 40 Nut/Candy items they will earn the 40+ level, the 30+ level, and the 15+ level rewards.

Girl Scouts receive this exclusive Crossover Patch in the spring when they sell 15+ Fall products AND 25+ Cookie packages. Note: The Crossover Patch will be included with the Cookie Program rewards (spring 2025).

Girl Scouts can earn virtual rewards for additional fun in M2. M2 is the Fall Program ordering system that Juliettes and caregivers use to sell nuts, candy, and magazine subscriptions online. The M2 experience is engaging, simple, and fun!

Juliettes earn a personalized patch that has their very own avatar! They can personalize their patch by choosing different backgrounds and clothing, too. Earning a customized patch is as easy as 1-2-3: create an avatar and choose a background, send 18+ emails, and sell \$375 in total sales. Patch is shipped directly to Juliettes within six weeks of submitting.



Juliettes can invite their customers to make donations to the Community Caring program when selling both online and using the paper order card. For each \$7 donation, one package of Fruit Slices is donated to the Greater Boston Food Bank. GSEMA will collect all Community Caring orders and facilitate the donations on the Juliette's behalf at the conclusion of the program.

Earn this special "Care to Share" patch for collecting 3+ Community Caring orders.

## Super Sellers Club

Sell 10+ Magazines, 50+ Nuts & Candy items & 3 Community Caring, to earn your way into the Super Sellers Club! Juliette's will earn this awesome T-shirt and Super Seller Patch!



## How to Participate as Juliette

All Juliettes must be registered Girl Scouts for the 2024-25 membership year. And, any adult who will manage and handle money during the Fall Product Program, must be a registered member and have a current CORI on file for the 2024-25 membership year.

Juliettes will be placed into a council troop specifically for the Fall Product Program. Each member of this troop will earn Fall Program Credits based on the following scale:

- 1-25 items: \$0.20 per item
- 26-50 items: \$0.30 per item
- 51-100 items: \$0.40 per item
- 101+ items: \$0.50 per item

Program Credits can be redeemed for products at the GSEMA shop (excluding online), camp, and GSEMA programs. Credits will be included with fall rewards or mailed directly to the Juliette.

### Example Calculation

If a Juliette sells 55 fall product items, their earnings would be calculated as follows:

First 25 items:  $25 \times \$0.20 = \$5.00$   
Next 25 items:  $25 \times \$0.30 = \$7.50$   
Remaining 5 items:  $5 \times \$0.40 = \$2.00$   
Total Program Credits:  $\$5.00 + \$7.50 + \$2.00 = \$14.50$

Opt-Out Option - Members at the Junior, Cadette, Senior, and Ambassador levels have the option to opt-out of earning rewards. By choosing this option, they will earn an additional \$0.05 per item, applied to the above scale.

## Ways to Participate

Sale Option	Order/Money Collection Method	Delivery
<b>In-Person Nuts &amp; Candy</b> <i>Note: An order card was mailed to your Girl Scout during the week of August 19. If you did not receive one, please reach out to De or Cindy for assistance.</i>	<ul style="list-style-type: none"> <li>Juliette Girl Scouts use paper order cards to collect orders</li> <li>Juliette/Caregiver enters paper orders into M2</li> <li>Juliette collects payment from customer, and deposits payment into personal account</li> </ul>	<ul style="list-style-type: none"> <li>Products are distributed to Juliette troops in November</li> <li>Juliettes deliver products to customers</li> </ul>
<b>Online Girl-Delivered Nuts &amp; Candy</b> <i>(including online exclusive items)</i>	<ul style="list-style-type: none"> <li>In M2, Juliettes create avatars, and share online storefront via personalized emails/social media/text messages</li> <li>Customers pay via credit card, and orders are automatically credited to the Juliette in M2</li> </ul>	<ul style="list-style-type: none"> <li>Products is shipped directly to the customer</li> <li>GSEMA pays for 50% of <a href="#">customer shipping costs</a> for all online orders over \$45.</li> </ul>
<b>Online Direct-Ship Nuts &amp; Candy</b> <i>(including online exclusive items)</i> <b>and Magazines</b>	<ul style="list-style-type: none"> <li>In M2, Juliettes create avatars, and share online storefront via personalized emails/social media/text messages</li> <li>Customers pay via credit card (including shipping fees for nut/candy), orders are automatically credited to the Juliette in M2</li> </ul>	<ul style="list-style-type: none"> <li>Orders are shipped directly to customer</li> </ul>

## Important Dates

**Sept. 16**  
Program Begins

Juliette caregivers will receive a registration email from M2 and can start to send emails to family and friends. Don't forget to create your avatar!

**Oct. 20**  
Program Ends

Deadline for entering orders taken on the paper order form into M2 and making reward selections. Please [view the Caregiver Guide](#) for order entry instructions. **All orders must be entered and paid for by this date to count toward rewards.**

**Oct. 20**  
Payment Due

Juliette paper orders are entered into M2 (via online shop) by the Juliette/caregiver and selecting the "Girl Delivered" option (refer to the Caregiver Guide). **Payment is to be made online using a credit or debit card.**

**Week of Nov. 18**  
Product Pick-up

Caregivers will be contacted via email when products/rewards are ready for pick-up. Arrangements will be made to have product available for pick-up at your closest council office.

**TBD**  
Pick Up Recognitions

Caregivers will be contacted via email when rewards are ready.